

## 4 Types of Texters Among American Indian Youth Age 18-29 From Cities and Reservations

### 1. Casual Texter

Jody is a 27 year old stay at home mom. She sends 50 texts a week, mostly back and forth conversations with friends and family. She sees texting as a practical communication tool, and a good way to have light-hearted communication about trivial topics. Texting fits seamlessly into her daily life - it's quick and easy. She really appreciates that texting doesn't interrupt others like calling does, and she doesn't like getting trapped into long phone conversations. She also likes that texting allows her to keep conversations private from her parents and kids.

A sample marketing message to target the Casual texter would be:

*"Sign up for emergency message service. It's quick & easy, and faster than a phone call. Best of all, texting fits right into your life."*

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### 2. Convenience Texter

John is 21 years old and works at a preschool. He has an unlimited texting plan, and sends more than 15 text messages per day. He sends messages to family, friends, and coworkers. He is a very busy person, and uses texting to get information and to confirm plans. He feels that texting can limit social interaction, which is good and bad. He prefers in-person conversations, but John doesn't like to gossip. Texting allows him to avoid personal drama that occurs with phone calls.

A sample marketing message targeting John and other Convenience texters is:

*"Sign up for emergency message service. It's a reliable way to get important information quickly and efficiently – just what you need, when you need it most."*

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### 3. Connector Texter

Matt is a 20 year old student. He sends more than 15 texts everyday, and he loves the back-and-forth nature of texting. He has text conversations with friends, family, and distant relatives, sometimes lasting for hours. Oftentimes, he texts just to pass the time. He texts more than he talks on the phone, and he feels that texting is fun and addictive. Matt uses texting as a way to maintain social connections, and to feel closer to family.

A sample marketing message for Matt to opt-in to an emergency texting service:

*"Sign up for emergency message service. It's a great way to keep your family informed and stay connected during a disaster."*

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### 4. Responsible Texter

Sarah is a 21 year old student who sends about 15 texts per day. She uses texting to multitask with her family. With texting, she is available to family in case of emergencies, she can provide support and update plans, and she can check-in on family and friends who rely on her. Sarah does not see texting as a social medium. Instead, she sees it as an impersonal and very practical planning tool.

A sample marketing message targeting Sarah and other Responsible texters is:

*"Be on top of emergencies with emergency text message service. Your family's safety depends on you, and you depend on quick, reliable information. Texting is a practical tool for sharing information in an emergency."*